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A GroupM Company

June 21, 2010

Chairman Julius Genachowski  
Commissioner Michael J. Copps  
Commissioner Robert M. McDowell  
Commissioner Mignon Clyburn  
Commissioner Meredith Attwell Baker

Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554

Re: MB Docket No. 10-56

Dear Chairman Genachowski and Commissioners:

Today's advertising market is experiencing unprecedented change and diversification. Increasingly fragmented audiences, multiple media channels, technological advances and consumer empowerment are all presenting daunting challenges to advertisers and marketers as they strive to balance cost-effectiveness with accurate targeting. At the same time, new opportunities abound for those willing to explore and develop this exciting new media ecosystem.

I'm writing to you today to express my support for Comcast's proposed combination with NBC Universal both because of my personal experience working with Comcast's innovative team and due to Comcast's strong commitment to establishing the broadest possible range of creative platforms for advertisers. Put simply, Comcast "gets it." By injecting NBC's content into Comcast's unparalleled distribution system, we're confident this deal will offer advertisers an explosion of new outlets which will in turn fuel opportunities for new content production. This is precisely the sort of positive "feedback loop" our industry needs - particularly during the present period of slow economic recovery.

Importantly, there are two critical forces at work that will make this deal a boon for advertisers and consumers alike: programming diversity and delivery diversity. Since the advent of cable TV, both of these have been on the upswing with especially large gains occurring after the introduction of DVR and broadband technologies. More diverse content means a greater ability to target specific demographic categories. More diverse platforms means an ever greater number of individuals will have the freedom to join the unique audiences of their choice. Together, we think these accelerating trends should generate results far exceeding the sum of their parts.

Comcast has committed itself not only to investing in NBC content but also to adding an unprecedented number of independent programming channels. This will no doubt further expand options for "niche" and "micro-targeted" advertising campaigns - some of the fastest growing segments of our market.

Here at MindShare, we have expanded and layered our communications capabilities enabling us to deliver genuine integrated thinking to our clients, without compromising the quality of our specialist output. We're excited to build on these strategies in concert with a combined Comcast-NBC Universal and we wish both companies great success in their groundbreaking new venture.

Sincerely,



Phil Cowdell  
CEO, MindShare N.A.